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**1. Key Performance Indicators (KPIs)**

**These metrics offer a snapshot of valuation and portfolio health:**

* **Fair Value Measurements: Track the fair value of assets and liabilities, categorized by the ASC 820 fair value hierarchy levels (Level 1, Level 2, Level 3).**

[**viewpoint.pwc.com**](https://viewpoint.pwc.com/dt/us/en/pwc/accounting_guides/fair_value_measureme/fair_value_measureme__9_US/chapter_1_introducti__1_US/15_key_concepts_in_a_US.html?utm_source=chatgpt.com)

* **Valuation Approach Metrics: Monitor the use of market, income, and cost approaches in valuations, ensuring alignment with ASC 820 guidelines.**

[**etonvs.com**](https://etonvs.com/portfolio-valuation/asc-820-comprehensive-guide/?utm_source=chatgpt.com)

* **Unobservable Inputs Analysis: Evaluate the extent of unobservable inputs (Level 3) used in valuations, reflecting estimation uncertainty.**

[**kpmg.com**](https://kpmg.com/us/en/frv/reference-library/2024/handbook-fair-value-measurement.html?utm_source=chatgpt.com)

* **Asset and Liability Classification: Categorize assets and liabilities based on liquidity and market activity, aiding in risk assessment.**

[**carta.com**](https://carta.com/learn/private-funds/management/asc-820/?utm_source=chatgpt.com)

* **Compliance Tracking: Ensure adherence to ASC 820 disclosure requirements, including valuation techniques and inputs used.**

[**kpmg.com**](https://kpmg.com/us/en/frv/reference-library/2024/handbook-fair-value-measurement.html?utm_source=chatgpt.com)

**2. Analytics & Insights**

**These analyses provide deeper understanding and context:**

* **Valuation Technique Analysis: Assess the effectiveness of different valuation techniques (market, income, cost) and their impact on fair value measurements.**

[**etonvs.com**](https://etonvs.com/portfolio-valuation/asc-820-comprehensive-guide/?utm_source=chatgpt.com)

* **Market Activity Assessment: Analyze market conditions affecting asset and liability valuations, considering principal or most advantageous markets.**

[**viewpoint.pwc.com**](https://viewpoint.pwc.com/dt/us/en/pwc/accounting_guides/fair_value_measureme/fair_value_measureme__9_US/chapter_1_introducti__1_US/15_key_concepts_in_a_US.html?utm_source=chatgpt.com)

* **Sensitivity Analysis: Evaluate how changes in significant inputs affect fair value measurements, particularly for Level 3 assets and liabilities.**

[**kpmg.com**](https://kpmg.com/us/en/frv/reference-library/2024/handbook-fair-value-measurement.html?utm_source=chatgpt.com)

* **Portfolio Diversification Metrics: Examine the spread of investments across different levels of the fair value hierarchy to understand risk exposure.**
* **Unrealized Gain/Loss Analysis: Track changes in fair value leading to unrealized gains or losses, impacting financial statements.**

[**viewpoint.pwc.com**](https://viewpoint.pwc.com/dt/us/en/pwc/accounting_guides/fair_value_measureme/fair_value_measureme__9_US/chapter_1_introducti__1_US/15_key_concepts_in_a_US.html?utm_source=chatgpt.com)

**3. Dashboard Visualizations**

**Effective visualizations enhance data comprehension:**

* **Fair Value Hierarchy Distribution (Bar Chart): Illustrate the proportion of assets and liabilities across Levels 1, 2, and 3.**
* **Valuation Approach Utilization (Pie Chart): Depict the usage ratio of market, income, and cost approaches in valuations.**
* **Sensitivity Analysis (Tornado Diagram): Visualize the impact of individual input variables on valuation outcomes.**
* **Unobservable Inputs Trend (Line Chart): Show trends in the use of unobservable inputs over time, indicating changes in estimation uncertainty.**
* **Compliance Checklist (Checklist Widget): Display the status of adherence to ASC 820 disclosure requirements.**

**4. User Interactions & Features**

**Enhance usability and functionality:**

* **Dynamic Filtering: Allow users to filter data by asset class, hierarchy level, or valuation date for tailored views.**
* **Drill-Down Capabilities: Enable detailed exploration of specific assets or liabilities to understand valuation drivers.**
* **Real-Time Data Integration: Incorporate live data feeds to ensure the dashboard reflects current market conditions.**
* **Exportable Reports: Provide options to export data and visualizations for reporting and compliance documentation.**
* **Alert Systems: Set up notifications for significant changes in fair value measurements or compliance statuses.**

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* For ASC 820 – Offering and What sets us apart from the Competitors Valuation
  + Perform quarterly valuations of portfolio companies, in accordance with ASC 820
  + Create, update, review and maintain valuation models in accordance with the firm's valuation policies
  + Analyze the performance of portfolio companies and provide insights
  + Portfolio Monitoring
* • Create and manage a technology solution to warehouse portfolio company data and key KPls
* • Analyze and summarize portfolio company data in a way that flags meaningful items to investment professionals
* • Respond to investor and due diligence requests
* • Regularly report portfolio company performance and benchmarking reports to key firm stakeholders
* • Assist in preparation of fundraising materials in collaboration with the investor relations team
* Strategic Analysis
  + Execute various fund performance analyses including exit sensitivities of fund level performance metrics
  + Assist with portfolio company level forecasting and other reports, as needed
* Example Deliverables
  + Quarterly ASC 820 valuation support by investment
  + Web dashboard of accurate financial information by portfolio company
  + Reports of portfolio companies segmented by dual sectors (key KPls including operating margin, revenue growth, cash burn etc.)

Portfolio Valuation

1. **Quarterly Portfolio Valuations**
2. **Advanced Valuation Models**
3. **In-Depth Portfolio Analysis**
4. **Real-Time Dashboard & Reporting**
5. **Investor & Due Diligence Support**
6. **Strategic Fund Performance Analysis**

Portfolio valuations are critical in financial reporting and investment decision-making, particularly for private equity firms, venture capital funds, and institutional investors. These evaluations objectively assess asset and liability values, ensuring compliance with ASC 820 fair value measurement standards. Accurate valuations enhance transparency, support regulatory adherence, and enable investors to assess fund performance, risk exposure, and financial health confidently.

Beyond compliance, portfolio valuations serve as a strategic tool for investment professionals. They offer insights into portfolio composition, asset performance, and market trends, allowing firms to make informed decisions about capital allocation, risk management, and exit strategies. Whether used for fundraising, financial reporting, or investor communication, robust portfolio valuations provide the foundation for long-term success.

We offer end-to-end portfolio valuation services, covering everything from data aggregation to final reporting. Our proprietary valuation models integrate real-time market data, historical performance analysis, and predictive analytics to deliver accurate and defensible fair value estimates. We also provide quarterly reporting, portfolio monitoring, and investor-ready summaries tailored to meet the specific needs of private equity and venture capital firms.

Our technology-driven approach sets us apart—we go beyond traditional reports by offering interactive dashboards that visualize valuation trends, market conditions, and compliance tracking. Unlike competitors who rely solely on static reports, our solutions integrate real-time data feeds and drill-down capabilities for deeper, more actionable insights. Additionally, our team consists of seasoned valuation specialists with financial modeling, compliance, and strategic forecasting expertise, ensuring that our clients receive the most accurate, insightful, and decision-ready valuation reports.

409a Valuation

1. **IRS-Compliant Valuations**
2. **Accurate Fair Market Value Determination**
3. **Custom-Tailored Approach**
4. **Cap Table & Equity Analysis**
5. **Fast Turnaround & Audit Support**
6. **Ongoing Support for Future Rounds**

409A valuations are essential for startups and private companies issuing stock options, ensuring that equity compensation is structured in compliance with IRS regulations. By determining the fair market value (FMV) of private company stock, these valuations prevent the underpricing or overpricing of stock options, which could otherwise lead to IRS penalties and unfavorable tax consequences for the company and its employees. Accurate 409A valuations establish a solid financial foundation that supports long-term growth and strategic decision-making.

Beyond compliance, 409A valuations are key in fundraising, mergers, acquisitions, and IPO preparation. A well-documented valuation report ensures businesses are equipped for investor scrutiny, due diligence, and financial audits. By leveraging market data, industry benchmarks, and risk assessments, our reports provide companies with clear insights into their capital structure, helping them make informed decisions about equity compensation, stock option pricing, and long-term financial strategy.

We provide highly accurate and defensible 409A valuations, ensuring our clients meet IRS regulations while optimizing their equity compensation strategy. Our services include cap table analysis, volatility studies, scenario modeling, and waterfall analysis, allowing companies to evaluate various exit outcomes. Unlike generic, one-size-fits-all providers, we take a customized approach that considers each company’s industry, growth stage, and financial dynamics to deliver the most relevant and reliable valuation.

What sets us apart is our expert-led analysis and technology-driven reporting. We deliver clear, transparent, and audit-ready reports that withstand scrutiny from auditors, investors, and regulators. Our team comprises valuation experts with deep experience in private equity, venture capital, and corporate finance, ensuring a thorough and strategic valuation process. Additionally, we provide fast turnaround times, responsive client support, and ongoing advisory services to help companies navigate equity planning and stock option strategies beyond just compliance.

Business Combinations / Purchase Price Allocation (ASC 805) Valuations

1. **Comprehensive Purchase Price Allocation (PPA)**
2. **Fair Value Measurement Expertise**
3. **Intangible Asset Valuation**
4. **Goodwill & Impairment Testing**
5. **Regulatory Compliance & Audit Support**
6. **Strategic Insights for M&A Success**

Business combinations require a structured, GAAP-compliant valuation to allocate the purchase price of an acquired company accurately. Our ASC 805 valuation services ensure that all acquired assets and liabilities are properly classified and valued, providing companies with a clear financial picture post-acquisition. Key components of our reports include:

* **Fair value measurement of assets & liabilities** – Categorization into Level 1, Level 2, and Level 3 under ASC 820.
* **Intangible asset valuation** – Analysis of customer relationships, trademarks, patents, and proprietary technology.
* **Goodwill allocation & impairment considerations** – Ensuring accurate goodwill accounting and impairment risk assessment.
* **Deferred tax considerations** – Aligning tax implications with the valuation process for accurate financial reporting.

Beyond asset classification, our valuations support M&A due diligence, regulatory compliance, and transparent financial reporting. These reports provide a defensible purchase price allocation, helping firms mitigate audit risks, enhance investor confidence, and make informed financial decisions.

We specialize in accurate and defensible PPA valuations. We apply a rigorous valuation methodology that includes market, income, and cost approaches to ensure precision and compliance with ASC 805, GAAP, and IFRS standards. Our team provides post-acquisition financial reporting support, goodwill impairment testing, and audit-ready documentation, helping companies integrate newly acquired businesses seamlessly while maintaining financial accuracy.

Our combination of technical expertise and advanced valuation models sets us apart. We deliver clear, transparent, and audit-ready reports that withstand scrutiny from auditors, investors, and regulators. Unlike firms that rely on generic templates, we take a customized approach, considering industry-specific factors, risk assessments, and financial performance indicators. Additionally, our team of seasoned valuation professionals offers fast turnaround times, responsive client support, and strategic advisory services, ensuring that our clients confidently navigate the complexities of post-M&A financial reporting.

Business Valuations

Business valuations are vital in financial reporting, strategic decision-making, and transaction advisory. Whether for corporate restructuring, investment analysis, or regulatory compliance, an accurate business valuation clearly explains a company’s worth. These valuations help stakeholders, investors, and decision-makers assess financial health, allocate resources, and plan for future growth.

A well-executed business valuation is essential for financial reporting and M&A transactions. Our services include:

* Financial Reporting – Valuations for goodwill impairment testing, intangible assets, and other financial reporting requirements under GAAP and IFRS.
* Mergers & Acquisitions (M&A) – Independent business valuations for M&A transactions, supporting buyers and sellers with fair value assessments, due diligence, and purchase price allocations.

We provide comprehensive, objective, and defensible business valuations, leveraging industry-specific methodologies to ensure accuracy, compliance, and strategic insights. Our approach incorporates market trends, financial performance, and economic conditions to assess a company’s value holistically.

What sets us apart is our expert-driven, data-backed valuation process. We combine deep industry expertise with advanced financial modeling to deliver transparent, audit-ready reports tailored to client needs. Our valuations provide clear insights and a strong foundation for informed decision-making, whether for financial reporting, mergers, or strategic planning.